THIS IS A

WARNER BROS.

Campaign!

Beloved 'Belinda' TALKS!

"I didn't have a word to say in 'Johnny Belinda'. But now I can't say enough about the wonderful time I have with David Niven in 'Kiss in the Dark'. There's something in 'Kiss in the Dark'—something as warm and special in its own way as 'Johnny Belinda' was. You're going to have a new story to talk about again."

Jane won 7 8 CITATIONS for her role in 'Johnny Belinda' — and she does it again!

WARNER BROS. PRESENT A BIG NEW TRIUMPH!

DAVID NIVEN *and* JANE WYMAN

"KISS IN THE DARK"

with VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD

DIRECTED BY DELMER DAVES

SCREEN PLAY BY HARRY KURNITZ • FROM A STORY BY EVERETT AND DEVERY FREEMAN ORIGINAL MUSIC COMPOSED AND ADAPTED BY MAX STEINER

Mat 401 — 4 cols. x 11 inches (616 lines)

Also in three-column size. See page 4.

Beloved 'Belinda' who didn't talk is the talk of the nation again!

WITH
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 305 — 3 cols. x 9⅜ inches (393 lines)

This ad also in two-column size. See page 7.

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Beloved 'Belinda' Talks!

"I didn't have a single word to say in 'Johnny Belinda'. But now I can't say enough about the wonderful time I have with David Niven in 'Kiss in the Dark'. There's something in 'Kiss in the Dark' — — something as special and warm in its way as 'Johnny Belinda' was. You're going to have a story to talk about again..."

Jane won 78 CITATIONS for her role in 'Johnny Belinda' ..and she does it again!

DAVID NIVEN and JANE WYMAN

"KISS IN THE DARK"

Warner Bros. BIG NEW SCREEN SUCCESS!

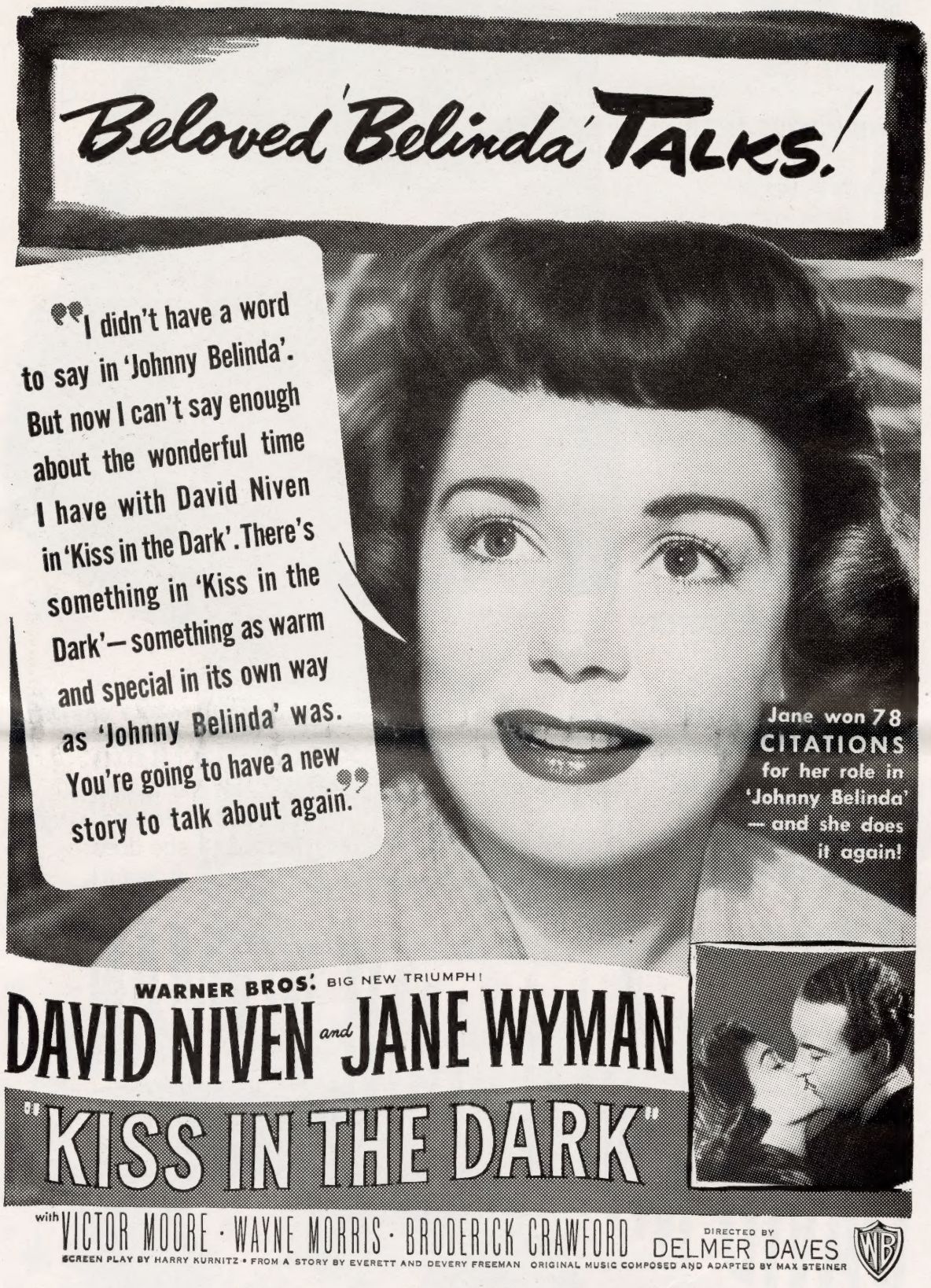
WITH

VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD

directed by DELMER DAVES

Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman • Original Music Composed and Adapted by Max Steiner

Mat 306 — 3 cols. x 14¾ inches (618 lines)


Beloved Belinda TALKS!
"I didn't have a word to say in 'Johnny Belinda'. But now I can't say enough about the wonderful time I have with David Niven in 'Kiss in the Dark'. There's something in 'Kiss in the Dark'—something as warm and special in its own way as 'Johnny Belinda' was. You're going to have a new story to talk about again."
Jane won 78 CITATIONS for her role in 'Johnny Belinda' — and she does it again!
WARNER BROS.' BIG NEW TRIUMPH!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
with VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
SCREEN PLAY BY HARRY KURNITZ • FROM A STORY BY EVERETT AND DEVERY FREEMAN ORIGINAL MUSIC COMPOSED AND ADAPTED BY MAX STEINER

Mat 304 — 3 cols. x 8⅜ inches (351 lines)

This ad also available in four-column size. See front cover.

DAVID NIVEN AND JANE WYMAN

"KISS IN THE DARK" TODAY!

WITH
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD

DIRECTED BY
DELMER DAVES

Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

BIG NEW HIT FROM **WARNER BROS.**

STRAND

← *Watch Date and Theatre* →

Mat 303 — 3 cols. x 7½ inches (315 lines)

DAVID NIVEN and JANE WYMAN
THAT 'JOHNNY BELINDA' STAR!
"KISS IN THE DARK"
IN WARNER BROS.' BIG NEW HIT
DIRECTED BY DELMER DAVES
WITH VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner

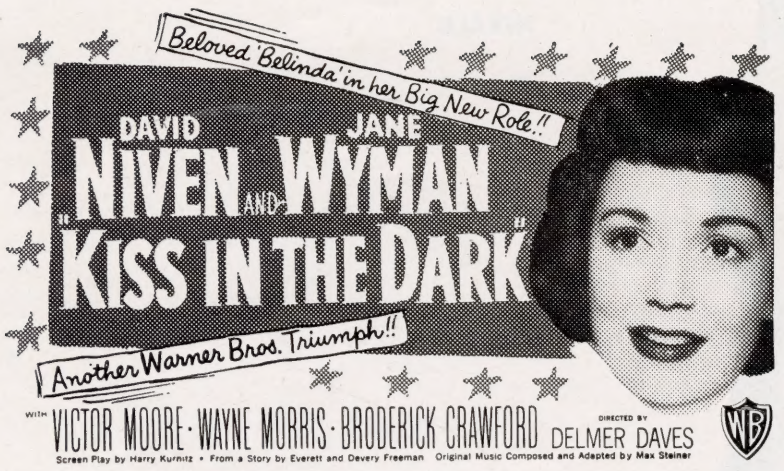
Mat 201 — 2 cols. x 1¼ inches (34 lines)

YOU'LL TALK AGAIN WHEN
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
BIG NEW HIT FROM WARNER BROS.
WITH
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner

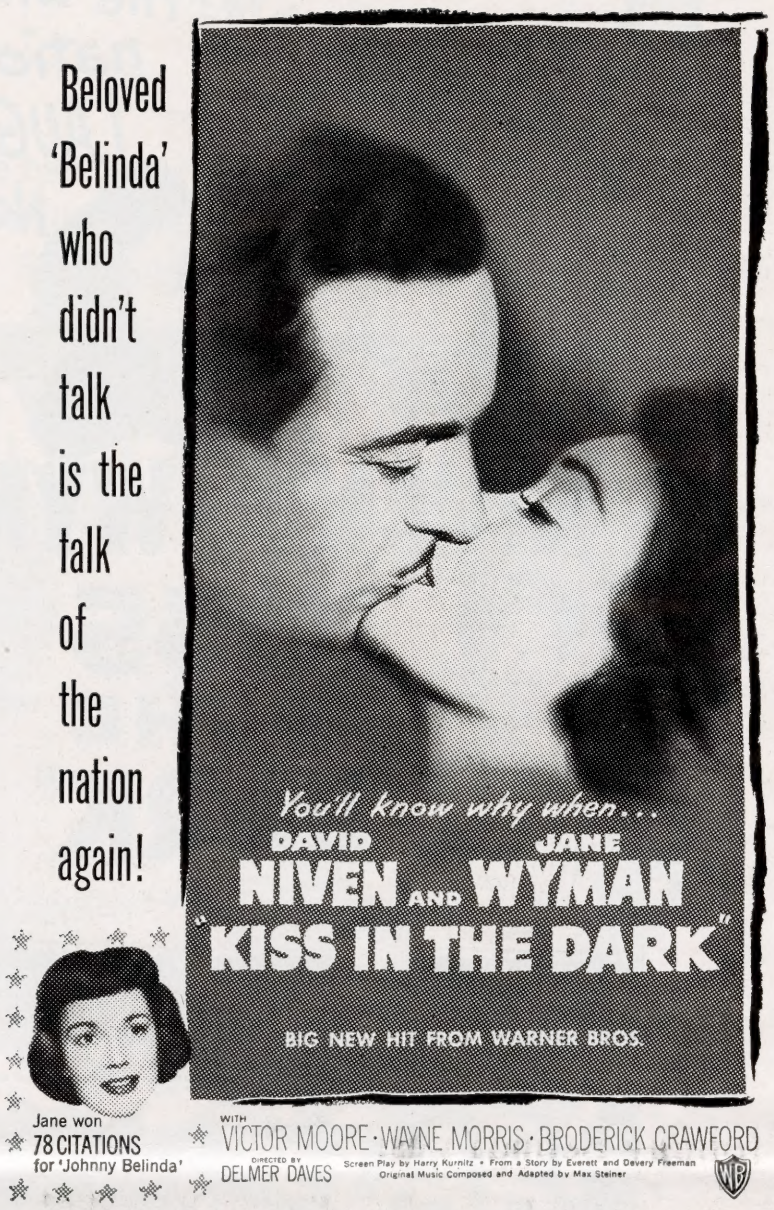
Mat 209 — 2 cols. x 10⅝ inches (296 lines)

NOW
BELOVED
'BELINDA'
TALKS
and the Country is talking again!
DAVID NIVEN and JANE WYMAN
Jane won
78 CITATIONS
for her role in
'Johnny Belinda'—
and she does it again!
"KISS IN THE DARK"
BIG NEW HIT FROM WARNER BROS.
WITH
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman • Original Music Composed and Adapted by Max Steiner

Mat 206 — 2 cols. x 6 inches (168 lines)

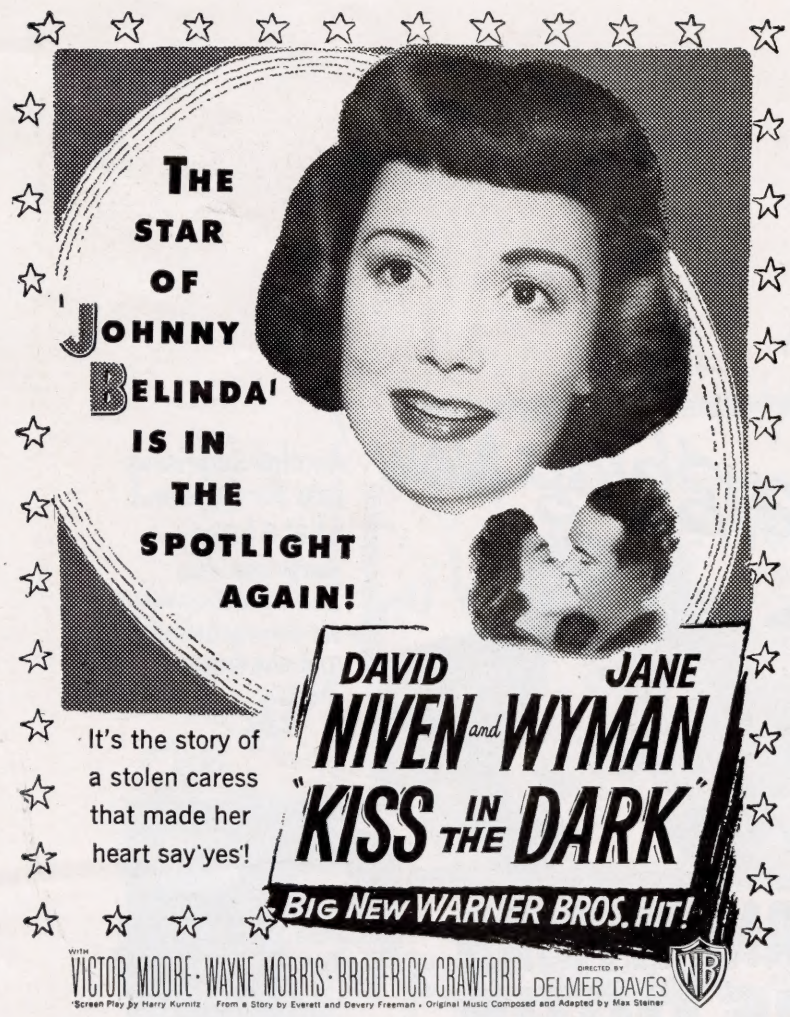

Beloved 'Belinda' in her Big New Role!!
DAVID NIVEN AND JANE WYMAN
"KISS IN THE DARK"
Another Warner Bros. Triumph!!
WITH VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner

Mat 202 — 2 cols. x 2⅜ inches (66 lines)


Beloved 'Belinda' who didn't talk is the talk of the nation again!
You'll know why when...
DAVID JANE
NIVEN AND WYMAN
"KISS IN THE DARK"
BIG NEW HIT FROM WARNER BROS.
Jane won 78 CITATIONS for 'Johnny Belinda'
WITH VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 207 — 2 cols. x 6⅛ inches (172 lines)

This ad also in three-column size. See page 2.


THE STAR OF 'JOHNNY BELINDA' IS IN THE SPOTLIGHT AGAIN!
It's the story of a stolen caress that made her heart say 'yes'!
DAVID JANE
NIVEN and WYMAN
"KISS IN THE DARK"
BIG NEW WARNER BROS. HIT!
WITH VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
Screen Play by Harry Kurnitz From a Story by Everett and Devery Freeman • Original Music Composed and Adapted by Max Steiner

Mat 205 — 2 cols. x 5¼ inches (146 lines)

SHE HAD EVERYBODY TALKING ABOUT 'JOHNNY BELINDA'
She's got the whole nation LAUGHING Now!
DAVID NIVEN
JANE WYMAN
"KISS IN THE DARK"
SHE WOWS THEM AGAIN!
Jane won 78 CITATIONS for her role in 'Johnny Belinda' —and now she does it with laughs!
WITH VICTOR MOORE
More Moore fun than you've ever howled at before!!
IT'S ON EVERYBODY'S LIPS!!!
WAYNE MORRIS · BRODERICK CRAWFORD
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner
DIRECTED BY DELMER DAVES

Mat 302 — 3 cols. x 6⅝ inches (279 lines)

←
Good Ad For a HERALD
←

SHE HAD YOU TALKING ABOUT 'JOHNNY BELINDA'
She Has You Laughing Now!!
Another Surprising role for Jane and what a happy surprise!!! She won 78 citations for "Johnny Belinda"- and she does it again!
Love strikes a kiss-happy spark when
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
More MOORE fun than ever before!
WITH VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
BIG NEW HIT FROM WARNER BROS.
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner

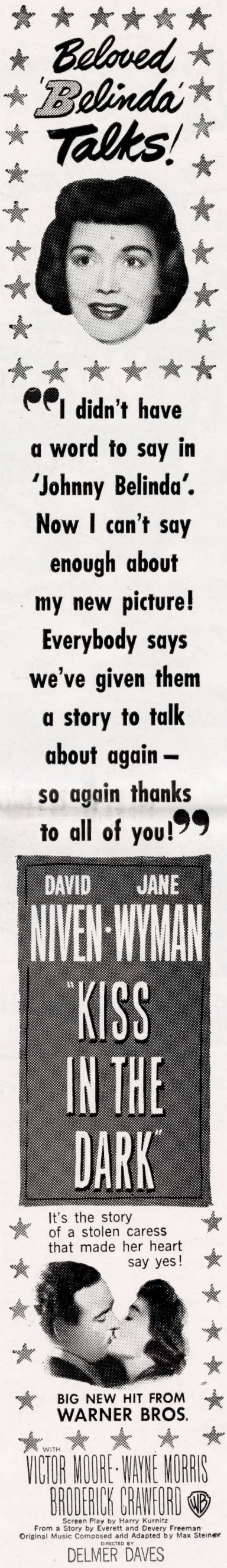
Mat 301 — 3 cols. x 4¼ inches (180 lines)

WOO-WOO-WYMAN! STAR OF THE YEAR!
She had the whole nation
Talking in 'Johnny Belinda'. . .
She's got it Laughing now!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
IT'S ON EVERYBODY'S LIPS!
More MOORE fun than ever before!
BIG NEW HIT FROM WARNER BROS.
WITH
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 208 — 2 cols. x 8¾ inches (244 lines)

SHE HAD YOU TALKING ABOUT 'JOHNNY BELINDA'
She Has You Laughing Now!!
Another surprising role for Jane!
Love strikes a kiss-happy spark when
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
More MOORE fun than ever before!
WITH
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman Original Music Composed and Adapted by Max Steiner
BIG NEW HIT FROM WARNER BROS.

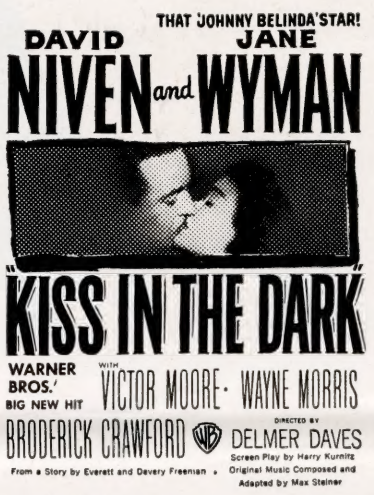
Mat 204 — 2 cols. x 3½ inches (100 lines)


Beloved 'Belinda' Talks!
"I didn't have a word to say in 'Johnny Belinda'. Now I can't say enough about my new picture! Everybody says we've given them a story to talk about again — so again thanks to all of you!"
DAVID JANE
NIVEN-WYMAN
"KISS IN THE DARK"
It's the story of a stolen caress that made her heart say yes!
BIG NEW HIT FROM WARNER BROS.
WITH
VICTOR MOORE-WAYNE MORRIS
BRODERICK CRAWFORD
Screen Play by Harry Kurnitz
From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner
DIRECTED BY
DELMER DAVES

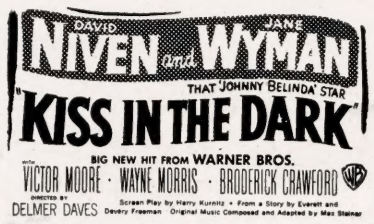
Mat 104
1 col. x 13¾ inches (191 lines)

Both Ads on One Mat

MAT 101



1 col. x 2½ inches (34 lines)


DAVID JANE
NIVEN and WYMAN
THAT JOHNNY BELINDA STAR
"KISS IN THE DARK"
BIG NEW HIT FROM WARNER BROS.
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz · From a Story by Everett and Devery Freeman · Original Music Composed and Adapted by Max Steiner

1 col. x 1⅛ inches (15 lines)

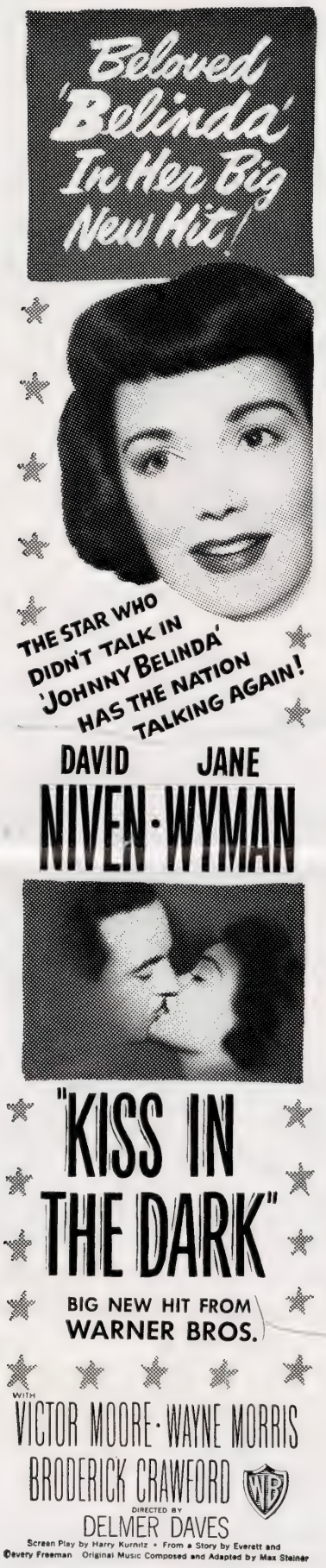
Watch Date →

Watch Theatre →

Mat 102
1 col. x 3⅝ inches (50 lines)

DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
Now the star of 'Johnny Belinda' talks
and the whole country is talking again!
NEW HIT FROM WARNER BROS.

Mat 203 — 2 cols. x 2⅜ inches (66 lines)


Beloved 'Belinda' In Her Big New Hit!
THE STAR WHO DIDN'T TALK IN 'JOHNNY BELINDA' HAS THE NATION TALKING AGAIN!
DAVID JANE
NIVEN·WYMAN
"KISS IN THE DARK"
BIG NEW HIT FROM WARNER BROS.
WITH
VICTOR MOORE·WAYNE MORRIS
BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Every Freeman Original Music Composed and Adapted by Max Steiner

Mat 103
1 col. x 9⅜ inches (131 lines)

SPECIAL!

TWO TRAILERS FOR THE PRICE OF ONE!

In addition to the regular production trailer, there is a **SPECIAL ADVANCE TRAILER** – one minute long – following the theme of the newspaper advertising – **BELOVED BELINDA TALKS!**

THIS SPECIAL TRAILER IS FREE!

For Use One Week in *Advance* of the Regular Trailer!

At Your Warner Bros. Exchange

THE CAST

Eric Phillips	DAVID NIVEN
Polly Haines	JANE WYMAN
Horace Willoughby	Victor Moore
Bruce Arnold	Wayne Morris
Mr. Botts	Broderick Crawford
Peter Danilo	Joseph Buloff
Mme. Karina	Maria Ouspenskaya
Schloss	Curt Bois
Benton	Percival Vivian
Martin Soames	Raymond Greenleaf

PRODUCTION STAFF

Produced and Written for the Screen by Harry Kurnitz. Directed by Delmer Daves; from a Story by Everett and Devery Freeman. Photographed by Robert Burks, A.S.C. Art Director, Stanley Fleischer. Film Editor, David Weisbart. Sound by Charles Lang. Set Decorator, William Kuehl. Wardrobe by Milo Anderson. Makeup Artist, Perc Westmore. Original Music Composed and Adapted by Max Steiner. Orchestration, Murray Cutter. Assistant Director, William Kissel. Unit Manager, Eric Stacey.

THE STORY

David Niven, timid concert pianist, acquires an apartment house, called Cleopatra Arms, as an investment. He inspects the property, and Victor Moore, eccentric ex-owner, shows him around. He meets one of the tenants, Jane Wyman, an advertising model, who is being courted by Wayne Morris, an insurance agent. Niven is all for absentee-ownership, but Jane and Moore influence him otherwise, especially when problems start cropping up. One big headache is getting rid of Broderick Crawford, an irritable individual who works at night and sleeps during the daytime. Niven moves his piano in and practices loudly so that Crawford will move, but at the same time to be near Jane. Niven learns that his crafty manager, Joseph Buloff, would collect half the commission on a new insurance policy he is considering taking from Morris. Led to believe that Jane is in on the deal, he is crushed, and decides to embark on a long concert tour. Returning to the apartment to pick up some music, Jane tells him the truth. At the station, Morris and Buloff are present to bid the star goodby and good luck. Niven appears with Jane on his arm. He signs the policy on the dotted line, which would offer him full protection to his valuable hands, then turns and wallops both connivers. The train pulls out with Jane in David's arms.

Running time: 87 minutes

LATEST VITAPHONE SHORT SUBJECTS

"PORKY CHOPS" . . . Porky Pig, a lumberjack, is confronted by a "hep" squirrel from Brooklyn and a vicious bear, who are determined to impede his wood-chopping in this grand, animated story.

5702 . . . Technicolor Cartoon — 7 min.

"AT THE STROKE OF TWELVE" . . . Dramatic, exciting Damon Runyon story, filled with his famed colorful and amusing characterizations.

5104 . . . Featurette (Re-released) — 20 min.

"CAMERA ANGLES" . . . Master Craftsmen of glamour at work. The men who make the stills of famous Hollywood personalities are shown photographing such stars as Jack Carson, Sonja Henie, Hedy LaMarr and Alexis Smith.

5804 . . . Technicolor Adventure Special — 10 min.

"WATER WONDERLAND" . . . Balboa Bay, with its Lido and Balboa Islands, Newport Beach and Corona del Mar, is the playland setting for many exciting sports in this 1-reeler.

5504 . . . Technicolor Sports Parade — 10 min.

"SO YOU WANT TO BE POPULAR" . . . Joe McDoakes, who was born unpopular and has been losing ground ever since, has his personality overhauled in this hilarious reel.

5404 . . . Joe McDoakes Comedy — 10 min.

AND REMEMBER! . . . The best way to sell our industry to your patrons is by booking "The Industry and You" Short Subject Series.

Official Billing

WARNER BROS. 50%

Pictures Presents 5%

DAVID NIVEN — JANE WYMAN 100%

in

"KISS IN THE DARK" 100%

with

Victor Moore 50% — Wayne Morris 48%

Broderick Crawford 48%

* * *

Directed by Delmer Daves 25%

* * *

Screen Play by Harry Kurnitz 3%

From a Story by Everett and Devery Freeman 2%

* * *

Original Music Composed and Adapted by Max Steiner 3%

* * *

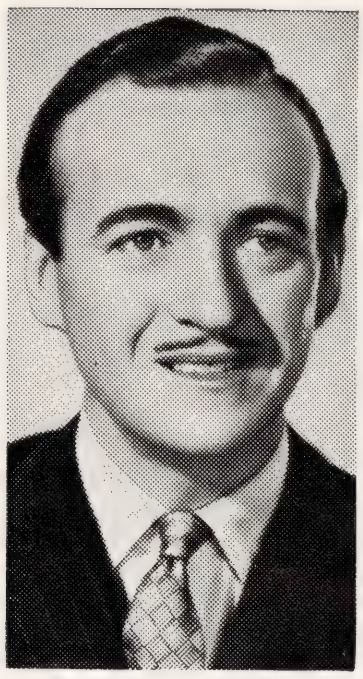
A Warner Bros.- 5%

First National Picture 1%

AD ART AVAILABLE

Retouched ad art used in this campaign available as 8x10 stills for your use in lobbies and blowups.

Order from National Screen.



DAVID NIVEN
Mat 699-1*A*

LEAD STORY —

'Kiss In The Dark' Co-Stars David Niven, Jane Wyman

Sparkling romance is presented by David Niven and Jane Wyman in Warner Bros.' picture, "Kiss In The Dark", which opens next Friday at the Strand Theatre. A romantic fable set against Manhattan background, the protagonists are a timid concert pianist, a fast-talking advertising model and an eccentric but gay apartment house owner in the person of the inimitable Victor Moore.

Delmer Daves handled the directorial reins on this picture, and Wayne Morris and Broderick Crawford are also prominent in the supporting cast.

Great interest surrounds Jane's appearance in this fable. After the stark drama of "Johnny Belinda", in which she portrayed the unforgettable role of the deaf mute, and won wide acclaim and many honors, this light frothy assignment in "Kiss In The Dark", comes as a marked contrast. As Polly, Jane is forthright, a complete realist, and she sheds no tears. Instead she's breezy, sparkling and adept at gay repartee.

With "Kiss In The Dark", Niven returns to Warner Bros. as a star, where once he made two important steps upward into the stellar field . . . in "The Charge of the Light Brigade" and "Dawn Patrol". Here he is cast as a prodigy who has developed into a world famous artist, but whose life has been narrowed by his work and his music. He is startled into a 'new' world by the invasion of Jane and the apartment house, called Cleopatra Arms, an unusual place which overflows with community spirit.

Victor Moore, veteran funster and stage, screen and radio, plays the apartment owner. Morris is cast as a loud mouth, overpowering insurance salesman, always ready to swing his fists. Crawford is a hot-tempered tenant trying to get some sleep. Max Steiner directed the music frame for the picture.

JANE WYMAN, beloved star of Warner Bros.' memorable "Johnny Belinda", gives another sparkling performance in "Kiss In The Dark", her new film with David Niven, coming soon to the Strand Theatre.
Still 699-*JW* 1239 *Mat* 699-2*C*

JANE WYMAN
Still 699-*JW* 1239 *Mat* 699-1*B*

DAVID NIVEN LIKES 'LIGHTS'

David Niven, who co-stars with Jane Wyman in Warner's "Kiss In The Dark", explains he still gets into a spin when he sees his name in lights.

"When my name first went up 'in lights', so to speak, a party of friends from London were visiting in Hollywood, and I offered to drive them around to show them the sights of the town. Without shame, I admit that I routed the tour past the three theatres where my name shone forth in big letters. And I was so 'surprised' when I saw it each time!

As for his first autographing experience, he remembers how he signed his name with a great flourish, handed the pen back to the fan, only to hear her say: "Thank you, Mr. Fairbanks."

JANE WYMAN READS PEOPLE

By their mouths, she knows friends and enemies. That's Jane Wyman's method of judging people. Watching their mouths. She swears it's infallible.

"Don't give me this business about eyes being the mirror of the soul," the sparkling actress of Warner Bros.' romance, "Kiss In The Dark", opening Friday at the Strand Theatre, says. "It's the mouth that tells the truth. Study an individual's mouth and you'll uncover his or her true character."

According to Jane, she gives the cool treatment to a person with tightly pressed lips. "Watch out for them," she warns, "and keep your distance. They're usually calculating and may do you no good."

ALL ABOARD FOR ROMANCE. David Niven and the irresistible Jane Wyman are bid farewell by Victor Moore in the sprightly romance, "Kiss In The Dark", Warner Bros.' new film, which opens Friday at the Strand Theatre.
Still 699-51 *Mat* 699-2*A*

Jane Wyman's Fashion Show

Something of a fashion parade is presented by Jane Wyman in Warner Bros.' lively romance, "Kiss In The Dark", which also stars David Niven, opening next Friday at the Strand Theatre. In her role of a model, Jane wears 25 changes of wardrobe, designed by Milo Anderson, including evening wear, sports garb and business suits. All of this splendor is in direct contrast to the drabness of Jane's faded Mother Hubbard and cotton stockings she wore in the unforgettable "Johnny Belinda" masterpiece.

Wayne Morris Due At Strand

Wayne Morris, who is featured with David Niven and Jane Wyman in Warner Bros.' sparkling romance, "Kiss In The Dark", opening tomorrow at the Strand Theatre, is on his second bit of screen villainy and thinks it fine.

"I didn't know I had it in me", he confesses. "I've been a 'nice guy' for so long".

Warner Bros.' "John Loves Mary" initiated Wayne into his first heavy assignment, and in "Kiss In The Dark" he continues this same type of character.

"One right after the other," Wayne says. "The change of acting pace is a pleasure and I don't mind not winning the girl for a change".

Warner Romance Opens Tomorrow

Director Delmer Daves utilized three cameras at once to cover all intricate fast action in Warner Bros.' new romance, "Kiss In The Dark", David Niven-Jane Wyman starrer, which opens tomorrow at the Strand Theatre.

It proved a marked timesaver, also invaluable when it came to cutting and assembling scenes. The stars only had to go through their rough and tumble slapstick once, instead of repeating for additional set-ups. The big tussle, which takes place in a photographer's studio, has the stars and supporting players participating in a free-for-all fight with cameras pushed over and lights smashed. The scene only required a single take.

Scholarship Set By Jane Wyman

Jane Wyman, whose new Warner Bros.' picture, "Kiss In The Dark", opens next Friday at the Strand Theatre, has established a scholarship in the British Royal Academy of Dramatic Art. Her performance in the unforgettable drama, "Johnny Belinda" won Jane the $4,000 award from the London Daily Express as "the actress of the year", and she is using the money to start the scholarship.

Noted Actress Back

After an extended absence away from films, Maria Ouspenskaya returns to the screen in Warner Bros.' sprightly romance, "Kiss In The Dark", which stars David Niven and Jane Wyman. She plays the role of Madame Karina, philosophic music teacher in the film.

54 Years an Actor

Victor Moore, celebrated comedian who appears in one of his most whimsical roles in Warner Bros.' film, "Kiss In The Dark", David Niven-Jane Wyman starrer, is celebrating 54 years in show business. He first played Broadway in 1905 and made his first film in 1916.

"KISS IN THE DARK", David Niven whispers to lovable Jane Wyman in Warner Bros.' heart-warming romance, the Strand's new attraction opening tomorrow.
Still 699-643 *Mat* 699-2*B*

"Ideal Date" Promotion

"Kiss In The Dark" Couple Selected Via Big Citywide Stunt Tieing In Newspaper, Models and Stores.

COOPERATION NEEDED

Newspaper
Dept. Store
Model Agency
Night Club
Florist
Jr. Chamber of Commerce

See newspaper's ad manager about a complete merchant co-op ad page!

IDEA IN A NUTSHELL

A handsome couple consisting of a beautiful model and a man-about-town from the Junior Chamber of Commerce become the "Kiss In The Dark Couple". This pair, accompanied by photographer and reporter, makes the rounds of the cooperating merchants. Whole stunt winds up at theatre.

LINE UP THE COOPERATION

Contact the key people among the factors listed in the box at lower left.

NEWSPAPER ANNOUNCEMENT

Newspaper breaks story and theatre lobby also carries 40x60 explaining details. Story tells how town's leading models are going to select their "Ideal Date" and then go on a round of activities around town. The prerequisites are listed and applicants urged to write in.

FIRST NEWSPICTURE

Models shown in theatre lobby going through stack of applicants' letters.

COUPLE SELECTED

The "Kiss In The Dark Couple" is selected and photographed in the theatre or store. The schedule of activities is announced. Day before picture's opening, they go to cooperating stores for their shopping tour, etc.

THEATRE ACTIVITY

Next evening, the couple hits local hotel dining room for dinner, then to theatre for the premiere. If radio station has tie-line, they're interviewed in the lobby. Any prizes promoted are presented here. Then on to cooperating night club for more pictures.

40x60 DISPLAY

LOBBY · LIBRARY · HOTEL

Follow suggested sketch. Blow up star head (from ad or still) for center and surround with stills picked up from her latest pictures: "Night and Day", "The Yearling", "Lost Weekend", "Johnny Belinda", and "Kiss in the Dark".

Run playdate and picture credit across bottom.

WINDOW TIE-UP STILLS

Unusual assortment of 8x10's chosen from actual production stills — all feature scenes from film. Order by number from National Screen.

Bakery	Still No. 699-5
Men's Hats	699-27
Piano	699-34
Terrace Furniture	699-42
Gardening Equipment	699-44
Musical Instruments	699-50
Picnic Supplies	699-53
Table Accessories	699-66

RADIO AIDS

One-minute spot announcements and 15-second station breaks complete on one record.
Price $2.50.

FREE! Star Interviews —
Two highly entertaining radio chats (five minutes each) with stars David Niven and Jane Wyman.

ORDER
from Warner Bros.
Campaign Plan Editor,
321 West 44th Street,
New York 18, N. Y.

GIVE 'EM A 'KISS 'IN THE DARK!

You need a six-foot booth and a tieup with a confectionery store for this one.

Draped booth in the lobby — decorated with stills and copy:

STEP INSIDE
AND GET YOUR
'KISS IN THE DARK'!

Inside is a basket containing candy kisses — one to a customer.

KISSES FOR CHARITY

Tie in with local charity affair and have a "KISS IN THE DARK Booth". This is gaily decorated box embellished with stills, and rigged with spotlight which is flashed off and on when donors collect kisses from cooperating lassies. News photog covers.

Important Contribution to Your Campaign!

KREISLER BIRTHSTONE 'CIRCLETTE' NATIONAL TIE-UP! FULL-PAGE COLOR AD IN LIFE

Here's the Full-page Ad in Life Magazine, May 2nd. *Watch For It!*

Featuring star photo of Jane Wyman with large credit for the picture, Kreisler's national "Circlette" (watch bracelet) campaign includes, in addition to the LIFE ad, these dealer aids:

1. **Free ad mats for local dealer imprint (in 2 sizes — 2- and 3-col.)**
2. **Display card, measures 8½ x 11½, in full color. For counter, window displays.**
3. **6-page dealer promotion booklet.**

2nd Big Tie-up!

VOLUPTE COMPACTS

Volupte's ad schedule includes full-page ad in N. Y. Times Magazine Section, breaking with picture's release date.

For further information regarding local dealer-theatre tie-up displays, write
Advertising Manager, Jacques Kreisler Mfg. Corp., 9015 Bergenline Ave., North Bergen, N. J.

IDEA FOR DISC JOCKEY

Disc jockey announces that he is going to play five mystery tunes with the word "KISS" in the title on a certain date. Listeners mail in the titles. First 25 answers received win passes.

Here they are:

KISS ME AGAIN
A KISS IN THE DARK
A LITTLE KISS EACH MORNING
OOH THAT KISS
GIVE ME A LITTLE KISS, WILL YA HUH?

Inquiring Reporter

Questions for "Inquiring Reporter" tieup with radio station:

(For men) **Did You Ever Steal a Kiss?**

(For ladies) **What Was the First Kiss You Ever Had?**

(For both) **Did You Ever Get a Kiss in the Dark?**

New Motion Picture Song Title Sheet

"KISS IN THE DARK," one of Victor Herbert's standard favorites, gets a brand new title sheet (above) and new publisher promotion tieing in with film's release. See local music stores for tie-up displays; check disc jockeys, night club bandleaders, vocalists, proprietors of juke boxes for added plugs.

JANE WYMAN ROLES CONTEST

Pick up scene stills from National Screen or your own files on the following pictures:

NIGHT AND DAY
LOST WEEKEND
THE YEARLING
JOHNNY BELINDA

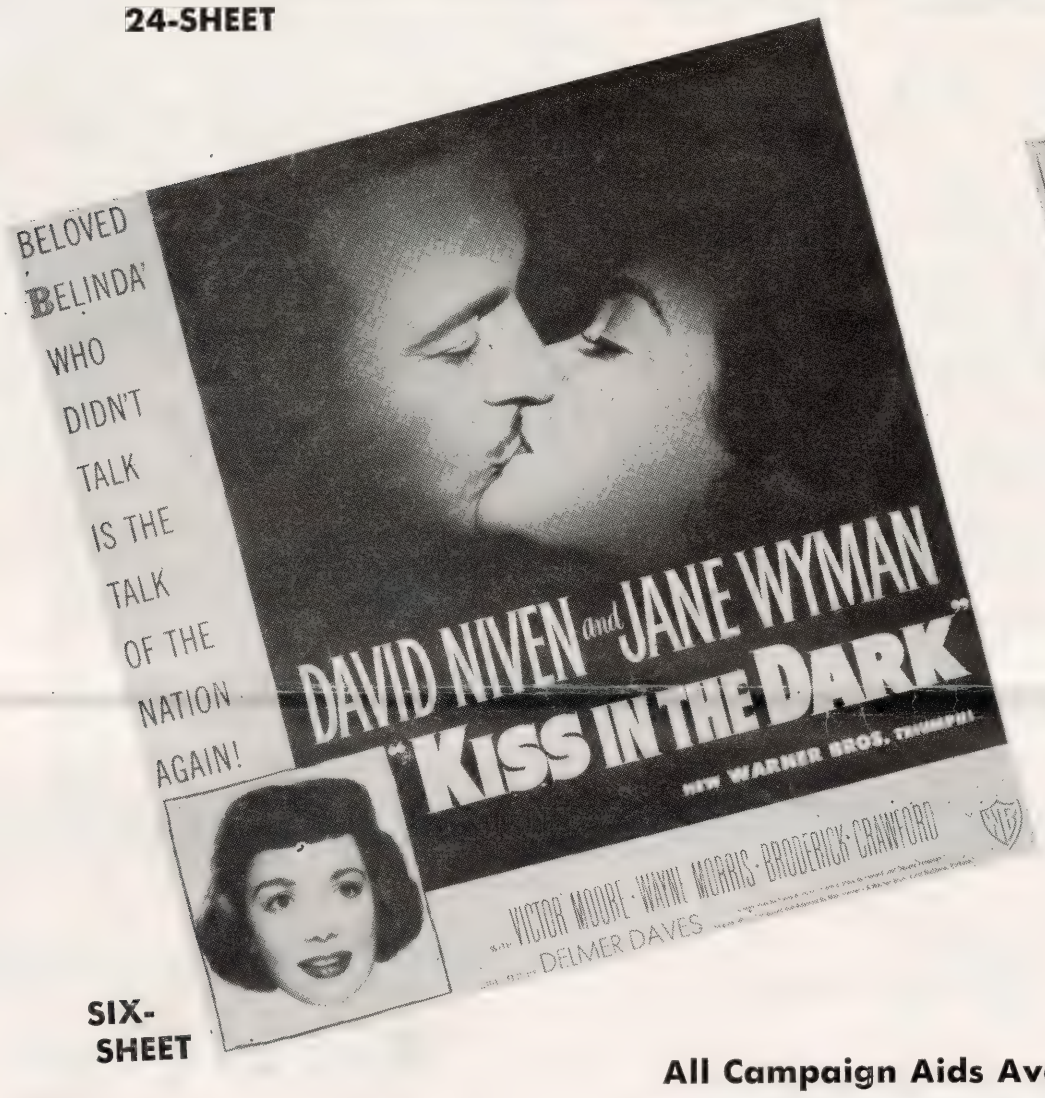
These, together with one from KISS IN THE DARK, form basis of good newspaper or lobby contest. Contestants guess titles of these hit pictures and in 50 words tell "Why I think Jane Wyman is one of the leading actresses today".

Can You Identify This KISS IN THE DARK?

Idea for lobby display or contest — get together number of clinch stills of famous screen lovers — Flynn and Lindfors, Cooper and Bergman, Gable and Turner, and Niven and Wyman of course. Artist blacks in the heads in silhouette and mounts all on 40x60 board. If too tough to identify, give a few small hints in captions.

Beloved 'Belinda' in a lovable new role!
WARNER BROS. present
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
Directed by DELMER DAVES

24-SHEET


BELOVED 'BELINDA' WHO DIDN'T TALK IS THE TALK OF THE NATION AGAIN!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DELMER DAVES

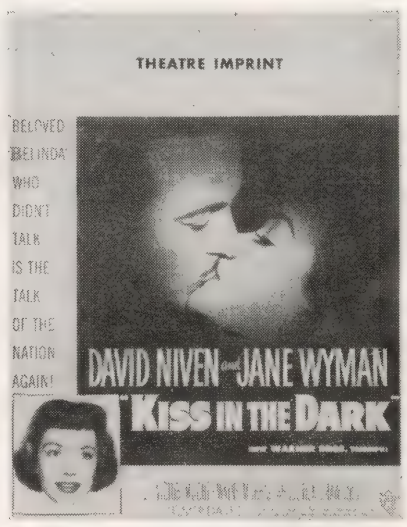
SIX-SHEET

ONE-SHEET

All Campaign Aids Available at National Screen Service Exchanges

•

Also Available but not Shown:
Colored 22 x 28's and 11 x 14's
Insert Card and Slide


THEATRE IMPRINT
BELOVED 'BELINDA' WHO DIDN'T TALK IS THE TALK OF THE NATION AGAIN!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"

WINDOW CARD

Beloved 'Belinda' in a lovable new role!
...and everybody's talking again!!
WARNER BROS.
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
DELMER DAVES

THREE-SHEET

TWO 40 x 60's

Style Y

Style Z

Printed in U.S.A.

'ACADEMY AWARD' COPY FOR 'KISS IN THE DARK'

THE STAR WHO WON THE ACADEMY AWARD WILL WIN YOUR HEART AGAIN!
VOTED "YEAR'S BEST ACTRESS" FOR HER ROLE IN 'JOHNNY BELINDA'!
Love strikes a kiss-happy spark when you see that 'Kiss in the Dark'!
HERE'S HER BIG NEW WARNER BROS. HIT!
DAVID JANE
NIVEN·WYMAN
"KISS IN THE DARK"
with VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
SCREEN PLAY BY HARRY KURNITZ • FROM A STORY BY EVERETT AND DEVERY FREEMAN ORIGINAL MUSIC COMPOSED AND ADAPTED BY MAX STEINER

Mat 401-S — 4 columns x 7½ inches (416 lines)

ALSO IN 3-COLUMN SIZE — MAT 301-S — 5⅝ INCHES (234 LINES)

Publicity

'BEST ACTRESS' AT STRAND

The "Year's Best Actress", Jane Wyman, who won the coveted Academy Award in the recent selections, will appear on the Strand Theatre screen starting tomorrow in her latest picture, "Kiss In The Dark". David Niven plays opposite the star in the Warner Bros. film.

Miss Wyman was elected to the motion picture industry's highest honor for her work in "Johnny Belinda" in which she played a deaf mute in the Nova Scotia back country. Her role in "Kiss In The Dark" is a complete switch, playing a smart and gay advertising model, with plenty of chic clothes to match the part.

Victor Moore and Broderick Crawford play supporting roles.

'Oscar' Award Winner In New Kind of Role

Probably no actress has displayed her cinematic versatility to such degree as will Jane Wyman when she appears in "Kiss In The Dark" at the Strand on Friday.

Winner of the recent Academy Award "Oscar" for "best performance by an actress" for her unforgettable role as the drably-attired deaf mute in "Johnny Belinda", Miss Wyman does a complete about-face to play a scintillating model whose repartee and clothes are both the very latest in snap and smartness.

David Niven stars opposite Miss Wyman in "Kiss In The Dark" which also has Victor Moore, Wayne Morris and Broderick Crawford in the supporting cast.

'OSCAR' WINNER HERE IN 'KISS IN DARK'

Jane Wyman, recent winner of the 1948 Academy Award for "Best Actress", will appear on the Strand screen starting Friday in her newest picture, "Kiss In The Dark", playing opposite David Niven.

"Kiss In The Dark" is a gay comedy, representing a complete switch from the role in "Johnny Belinda" which won for her the coveted award. In that picture she played a deaf mute, speaking not a single word, but in her new film, Jane Wyman again wears beautiful clothes as she plays a lovely advertising model.

Supporting Miss Wyman and Niven are such gifted comedians as Victor Moore, Broderick Crawford and Wayne Morris. The story concerns a wealthy but timid concert pianist who buys an apartment house as in investment. Miss Wyman is one of his tenants and Victor Moore is the oppressed and much-heckled landlord. How Niven discovers that this particular apartment has a real personality instead of being simply an investment, makes for fast comedy.

Congrats on your new hit Jane Wyman!
THE ACADEMY AWARD WINNER IN ANOTHER HEART-WINNING ROLE!
Voted 'Year's Best Actress' for her role in 'Johnny Belinda'!
Season's happiest love and laugh romance!
DAVID NIVEN·JANE WYMAN
"KISS IN THE DARK"
Another Warner Bros. Triumph!
With VICTOR MOORE·WAYNE MORRIS·BRODERICK CRAWFORD
Directed by DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

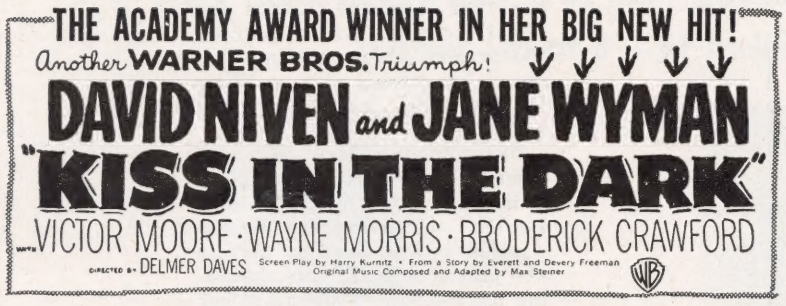
Mat 205-S — 2 cols. x 8¼ inches (230 lines)

THE ACADEMY AWARD WINNER IN HER BIG NEW HIT!
For her role in 'Johnny Belinda'
DAVID JANE
NIVEN and WYMAN
"KISS IN THE DARK"
Presented by WARNER BROS.
With VICTOR MOORE·WAYNE MORRIS
BRODERICK CRAWFORD
Directed by DELMER DAVES
Screen Play by Harry Kurnitz
From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 101-S
1 col. x 4¼ inches (58 lines)

She won the Academy Award for 'Johnny Belinda' – she'll win your love again!
DAVID JANE
NIVEN·WYMAN
Kissing their way into your hearts in
"KISS IN THE DARK"
WARNER BROS.' New Romance Hit!
With VICTOR MOORE
WAYNE MORRIS·BRODERICK CRAWFORD
Directed by DELMER DAVES
Screen Play by Harry Kurnitz
From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 204-S — 2 cols. x 7¼ inches (204 lines)


THE ACADEMY AWARD WINNER IN HER BIG NEW HIT!
Another WARNER BROS. Triumph!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
With VICTOR MOORE·WAYNE MORRIS·BRODERICK CRAWFORD
Directed by DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 201-S — 2 cols. 1½ inches (42 lines)

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She won the Academy Award for 'Johnny Belinda'
She'll win your heart in her new role!
DAVID JANE
NIVEN·WYMAN
"KISS IN THE DARK"
WARNER BROS.' NEW ROMANCE HIT!
WITH
VICTOR MOORE·WAYNE MORRIS
BRODERICK CRAWFORD
DIRECTED BY
DELMER DAVES
Screen Play by Harry Kurnitz
From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

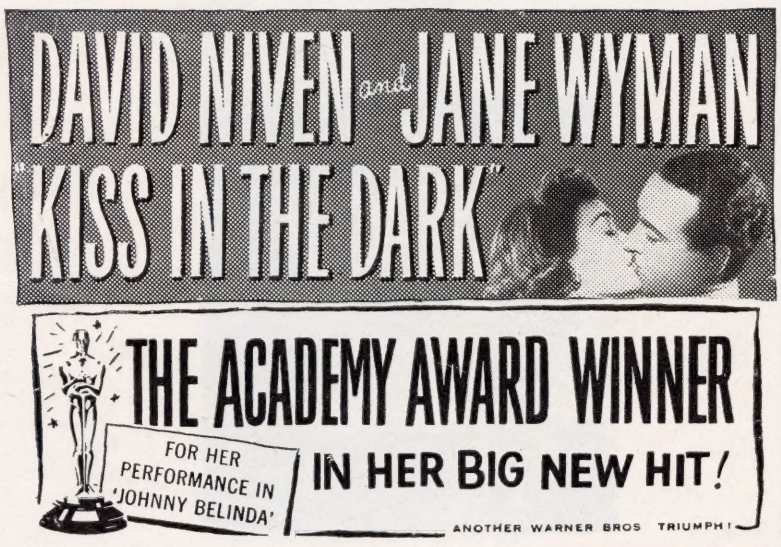
Mat 102-S
1 col. x 8⅝ inches (120 lines)

FOR HER PERFORMANCE IN 'JOHNNY BELINDA'!
THE ACADEMY AWARD WINNER IN HER BIG NEW HIT!
Love strikes a kiss-happy spark when you see that 'Kiss in the Dark'!
Another WARNER BROS. Triumph!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
WITH VICTOR MOORE·WAYNE MORRIS·BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 302-S — 3 cols. x 6⅝ inches (279 lines)

For her role in 'Johnny Belinda'
IT'S A BLISSFUL KISSFUL FOR WONDERFUL JANE WHO WON THE ACADEMY AWARD!
DAVID NIVEN · JANE WYMAN
"KISS IN THE DARK"
Warner Bros.' New Romance Hit!
WITH VICTOR MOORE·WAYNE MORRIS·BRODERICK CRAWFORD
DIRECTED BY DELMER DAVES
Screen Play by Harry Kurnitz • From a Story by Everett and Devery Freeman
Original Music Composed and Adapted by Max Steiner

Mat 203-S — 2 cols. x 3⅝ inches (100 lines)


DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
THE ACADEMY AWARD WINNER
FOR HER PERFORMANCE IN 'JOHNNY BELINDA'
IN HER BIG NEW HIT!
ANOTHER WARNER BROS TRIUMPH!

Mat 202-S — 2 cols. x 2¾ inches (78 lines)

SPECIAL POSTER SNIPES! . . → → →

FREE 'AWARD' SNIPES FOR ALL ACCESSORIES!

GET YOURS FROM NATIONAL SCREEN – SPOT THEM AS SHOWN!!

24-SHEET

SNIPE GOES HERE

Beloved 'Belinda' in a lovable new role!
THE ACADEMY AWARD WINNER
IN HER BIG NEW HIT!
WARNER BROS. presents
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DELMER DAVES

SNIPE THE ONE-SHEET AND 40 x 60 (Y) HERE!

BELOVED 'BELINDA' WHO DIDN'T TALK IS THE TALK OF THE NATION AGAIN!
THE ACADEMY AWARD WINNER
IN HER BIG NEW HIT!
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
NEW WARNER BROS. TRIUMPH!
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD
DELMER DAVES

6-SHEET SNIPE HERE

3-SHEET

Beloved 'Belinda' in a lovable new role!
THE ACADEMY AWARD WINNER
IN HER BIG NEW HIT!
...and everybody's talking again!!
WARNER BROS. presents
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"
VICTOR MOORE · WAYNE MORRIS · BRODERICK CRAWFORD · DELMER DAVES

40 x 60 (Z)

INSERT CARD

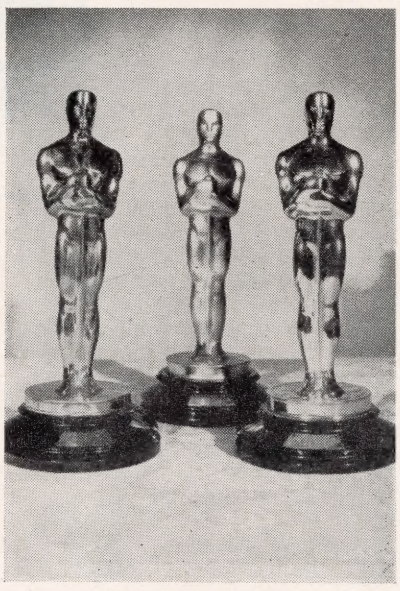
Beloved 'Belinda' in a lovable new role!
THE ACADEMY AWARD WINNER
IN HER BIG NEW HIT!
WARNER BROS.
DAVID NIVEN and JANE WYMAN
"KISS IN THE DARK"

22 x 28

FOR LOBBIES AND BLOWUPS! – SPECIAL 'OSCAR' STILLS

Order Set of 3 – or individually – from National Screen Exchanges.

OSCAR B



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J.W. A1106

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